

2016 NCS™ Accomplishments

Goal 1: Promote Economic Development

The Village of Schaumburg prides itself on being the 2nd largest center for economic development in the State of Illinois. Our residents recognized this and rated economic development services exceptionally well in the 2016 NCS™. Compared against cities across the nation that have conducted the NCS™, Schaumburg ranked 9th (out of 255 communities) for economic development, 4th (of 271) for land use and planning, 2nd (of 263) for shopping opportunities and 3rd (of 281) for employment. When you look at 46 comparable communities from a geographic, median income and population standpoint, Schaumburg ranks 1st or 2nd on each of these measures. In order to maintain these rankings, the village has taken a number of actions in FY 2017/18 and have several more planned for FY 2018/19.

- Completed implementation of a new Comprehensive Plan. Begin implementation of the Comprehensive Plan which includes formation of an implementation action committee, identifying which performance metrics to measure and establishing processes for collecting the necessary data.
- Spurred investment in North Schaumburg TIF through issuance of \$36.8 million in bonds for capital improvements.
- Created Next Level Northwest, a new nonprofit business accelerator program.
- Created an Economic Development Department to dedicate staff and resources to economic development functions.
- Developing an Economic Development Plan to guide business growth, attraction and enhance economic vitality.
- Strengthening relationships with partners such as Next Level Northwest, Golden Corridor Advanced Manufacturing Partnership and the Schaumburg Business Association.
- The 2016 Economic Development Guide received an Award of Excellence from 3CMA (City-County Communications & Marketing Association) in the Economic Development Marketing category.

Goal 2: Invest in Infrastructure

Residents rated various infrastructure components more positively than in the 2014 survey effort. The positive perception of street repair among residents increased from 48% in 2014 to 58% in 2016. A separate custom question was asked to identify specific types of streets that residents felt were in need of repair and collector, neighborhood and arterial streets were all rated positively by 71% to 74% of respondents. In order to continue making improvements to village infrastructure, several measures have been taken.

- Expanded Residential Street Repair and Reconstruction Programs from \$6 million to \$8 million annually with the additional funds dedicated to reconstruction of the worst quality streets. A new motor fuel tax was adopted to sustain the increase in funding for at least ten years.
- Implemented Vital Streets Program with construction starting on Plum Grove Road and several other projects expected to begin construction in the next few years.
- Began implementation of asset management software to provide a complete infrastructure inventory, schedule work activities and plan preventative maintenance.
- Budgeted a condition and needs assessments for the village's pavement, buildings and utility infrastructure in FY 2018/19 to identify and reprioritize capital needs.
- Implemented a performance contract to retrofit the village's entire street light network with LED, to automate the village's water system and to create energy efficiencies in village facilities.
- Began a program replacing aging water main in some of the oldest portions of the village including \$1.8 million in the W-Section to be done in FY 2018/19.

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Goal 3: Improve Mobility

One area where the village noticed significant rating improvements in the recent NCS™ results was in the resident's perception of the availability and quality of various mobility options, including public transit (32% to 40%), bicycle paths (56% to 68%), ease of walking (64% to 75%) and paths and trails (67% to 77%). As a result of recent construction and roadway improvements, there was an increase in the number of concerns from residents related to traffic signal timing. Although perceptions on mobility have improved, the village is continuing to focus on improving transit options and walkability in Schaumburg through the following projects.

- Leveraged grant funds to upgrade seven signalized intersections along Meacham Road and National Parkway to video detection technology, allowing the village to optimize traffic signal operation.
- Completed a bike path gap and maintenance plan, which will help the village complete existing gaps in the bicycle network. Bike path improvements were done along Golf Road and additional improvements are scheduled along Higgins, Rodenburg, and Roselle Road.
- Began an inventory of the pedestrian signal and crossing infrastructure at intersections located throughout the village to identify key locations that should be considered for pedestrian infrastructure upgrades. Four signalized intersections are scheduled for construction of pedestrian upgrades in order to better facility safe crossings
- Implemented new transit improvements including a new route for Pace Route 602 and the new I-90 Express Bus Service which improved transit access to and from Schaumburg.
- Developed a traffic information dashboard to improve access to existing Transportation CSR, traffic volume and speed data.
- Hosted seven transit outreach events with the Regional Transportation Authority at local senior living facilities to inform residents of the transit options and discounted fare programs offered by the Village of Schaumburg and other regional transit providers.

Goal 4: Enhance Community Engagement and Communications

One of the most significant findings from the recent NCS™ was a need to expand communications efforts to bring awareness to the positive work the village is doing. The data revealed several shortcomings in the availability of information and misperceptions of various service levels. In order to improve communications and engagement, several measures have been taken including the following.

- Increased positive communications for certain departmental functions including promotion of the Prairie Center for the Arts, accreditation of the Fire Department and community engagement efforts that have been taken by the Police Department.
- Developed and began implementation of a new brand action plan. The deliverables will be used across a variety of communication channels to help market the village in the future.
- Established presence on Nextdoor, a private social network, to improve neighbor-to-neighbor communications by posting information on services, programs, public events, and emergency notifications to help build stronger, better informed neighborhoods.
- Developed and began implementation of the village's Strategic Communications Plan, which specifies objectives, messages and strategies to be used over the next three years communicating the village's programs and policies to various audiences.
- Positive promotion of village services during Septemberfest and various open houses, including information regarding social services programs available to the community.
- Hired a part-time Communications Specialist, to dedicate additional resources to enhancing communications.